

## CLAIMS

1. - Applicator (10; ... ; 810) including an application face (21; ... ; 821) formed by a material incorporating a plurality of cells opening onto the application face via at least one emergent edge (25), the application face being at least partially covered by a flock coating (30; ... ; 830) formed from fibres, the average size of the cells being such that the surface on which the flocking fibres are placed is of a different profile from that of an envelope surface of the application face containing the emergent edges (25) of the cells.
2. - Applicator according to the foregoing claim, characterised in that the cellular material is porous.
3. - Applicator according to any of the foregoing claims, characterised in that the cellular material is elastically deformable.
4. - Applicator according to any one of the foregoing claims, characterised in that the cellular material is compressible.
5. - Applicator according to any one of the foregoing claims, characterised in that the cellular material is a foam.
6. - Applicator according to the foregoing claim, characterised in that the foam is an open-cell foam.
7. - Applicator according to the foregoing claim, characterised in that the foam is made of a material chosen from the following list : polyurethane, polyether, polyester, polyvinyl chloride, polyethylene, EVA, latex, silicone, SIS, SEBS, elastomers of silicone, latex or nitrile, butyl, neoprene, NBR or SBR.
8. - Applicator according to any one of the foregoing claims, characterised in that the applicator is recessed.
9. - Applicator according to any one of the foregoing claims, characterised in that it includes two assembled cellular elements (324, 325; 624, 625; 724, 725).

10. - Applicator according to claim 9, characterised in that the two elements (624, 625) define an inner cavity (627).
11. - Applicator according to any one of the foregoing claims, characterised in that it includes a slot or a hole (27; 28; 827) emerging at the application surface.
- 5 12. - Applicator according to any one of the foregoing claims, characterised in that the cellular material has hydrophilic or lipophilic properties.
13. - Applicator according to any one of the foregoing claims, characterised in that the cellular material incorporates at least one hydro-absorbent compound.
14. - Applicator according to any one of the foregoing claims, characterised in  
10 that the cellular material incorporates at least one biocidal agent, in particular a bactericidal and/or bacteriostatic and/or antifungal agent.
15. - Applicator according to any one of the foregoing claims, characterised in that the flock coating includes fibres selected from fibres of lengths ranging from 0.01 to 3 mm; diameter ranging from 0.01 to 0.6 mm; of circular, oval,  
15 polygonal, cruciform, trilobate, tetralobate cross-section, in the shape of a "C", "E", "F", "H", "I", "L", "N", "S", "T", "V", "W", "X", "Y", "Z", or in the shape of a star or crescent; straight fibres and curved fibres, polyamide, polyacrylic or polyester fibres, cotton or cellulose fibres, or a mixture of different fibres chosen from the above.
- 20 16. - Device including an applicator according to any one of the foregoing claims, characterised in that it includes a support constituting a grasping element for the applicator.
17. - Device according to the foregoing claim, characterised in that it includes a container (40; ...; 540; 740) containing a product to be applied, in particular a  
25 cosmetic product.
18. - Device according to the foregoing claim, characterised in that the container (40; ...; 340; 740) constitutes the grasping element.

19. - Device according to the foregoing claim, characterised in that the applicator is glued or welded around an opening in the container.

20. - Device according to claim 17, characterised in that it includes a closure element (490) intended to close the container (440).

5 21. - Device according to the foregoing claim, characterised in that the applicator (420) is integral with the closure element (490), the closure element constituting the grasping element.